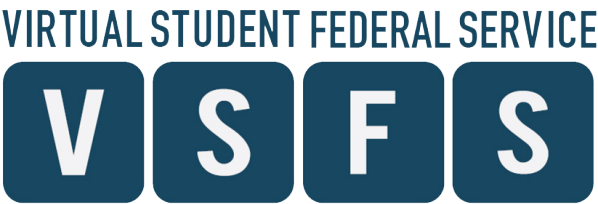


IC Branding Campaign



Project Title	IC Branding Campaign
Project Summary	Develop an IC branding campaign for increased public awareness of our mission in the national security realm.
Country	United States

Project Description

Develop an effective and relative public marketing and branding campaign to increase public awareness of the IC’s collective mission, as well as, define effective strategies to reach multiple generations in order to attract future talent. The student would be asked to creatively design a marketing campaign that would positively brand the IC to prospective applicants and include unique ideas, venues, and technical platforms to market to specific audiences, i.e. cultural, generational and geographical.

Required Skills or Interests

Skill(s)
Marketing
Social media management
Writing

Additional Information

Open to students pursuing degrees in marketing/advertising, anthropology (research), communications and business.

Language Requirements

None